

**City of Milpitas  
Economic Development Commission  
Monday, April 10, 2006**

**APPROVED MINUTES**

**I. Flag Salute:** The meeting was called to order at 7:05 p.m.

**II. Roll Call:** Commissioners present: Dhaval Brahmbhatt, Frank De Smidt, Tomo Tuong Nguyen, Charlene Tsao, Vince Songcayawon, Ray Maglalang, Donald Peoples, Barbara Santos and Anastasia Sen-Beals.

Commissioners Absent: Minh Nguyen and Zeya Mohsin

City Staff: Diana Whitecar.

**II. Announcements:**

The Commission welcomed newly appointed Hotel Representative Anastasia Sen-Beals representing Embassy Suites Hotel. Commissioner Sen-Beals thanked the Commission and invited everyone to sample the treats she brought from the Hotel.

Election: Chair Brahmbhatt and Vice Chair De Smidt were unanimously re-elected to serve another term as EDC Chair and Vice Chair.

Commissioner Maglalang advised the Commission of the results of the Lions Club Speakers Contest. Vice Chair De Smidt passed a photo of Chairman Brahmbhatt with San Francisco Mayor Gavin Newsom; advised the Commission of the results of the Council Finance Subcommittee's update on the Roadmap to Service Improvements and provided an update on the City Budget community meeting he attended earlier in the evening.

Chair Brahmbhatt asked Vice Chair De Smidt to be his substitute to provide counseling services to potential business owners as part of the Small Business Development Center's (SBDC) outreach meeting on April 11<sup>th</sup>. The Chair announced the May 16<sup>th</sup> Nanotech Council meeting on Alternative Energy and their April 18<sup>th</sup> lunch seminar. He offered information about the success of the publicly funded nanotech incubator in Columbus Ohio.

**III. Citizens Forum** - Mr. Ruth updated the Commission on the community budget meeting he attended and indicated that he would hold further comments to the discussion of redevelopment.

**IV. Approval of Agenda:** Motion to Approve. – M/S: Songcayawon/De Smidt. Unanimous. Absent: Mohsin, M. Nguyen. Commissioner Maglalang

requested that the agenda provide time for the Mayor to provide a Council Liaison report and Ms. Whitecar indicated that she would do so in the future.

- V. Minutes:** Motion to approve. - M/S: Songcayawon/T.T. Nguyen. Ayes: Brahmhatt, De Smidt, T.T. Nguyen, Santos, Maglalang, Tsao, Songcayawon. Noes: none. Abstain: Peoples and Sen-Beals. Absent: Mohsin and M. Nguyen.

**VI. Unfinished Business:**

1. Economic Development Strategy

Ms. Whitecar distributed copies of a Milpitas advertisement that will be part of the first Santa Clara County Economic Development Guide and tried to show the Commission drafts of potential entry banners for light poles at City entrances. Commissioners provided comments on the ad that will be incorporated prior to using the ad again as part of the Milpitas Chamber of Commerce's 2006-07 Business Directory.

2. Wireless Milpitas: Ms. Whitecar advised the Commission that this project would be underway by the summer 2006.

3. Redevelopment 5-Year Implementation Plan: Ms. Whitecar reviewed the revenue projections for the redevelopment program. Mr. Ruth distributed information on the income imbalance that is not reflected in City housing studies. Ms. Whitecar reflected that the Redevelopment Program was only focused on affordable housing, not total community housing.

4. EDC Work Program. Commissioner Peoples expressed his desire to see this discussed thoroughly at the Commission level and offered help to develop the work program. Commissioner T.T. Nguyen suggested that the Action Plan be used as the basis for the work program. Commission Sen-Beals offered that a group she had formerly been a part of developed a mascot to help with publicity. She re-iterated the need to that is important to help people know where Milpitas is located.

Commission Maglalang expressed his interest in making sure that the Image Subcommittee was used again and that a Business Incentive Subcommittee also be formed. Mr. Ruth suggested that Commercial Brokers be invited to the Commission meetings if business incentives were to be discussed.

Commissioner Songcayawon suggested that the six goals from the Action Plan be the basis for subcommittee formation. After discussion, Commissioner Songcayawon moved (seconded by Commissioner Maglalang) that 6 subcommittees or 3 subcommittees with two Action Plan goals be formed. Commissioner Peoples cautioned that with more subcommittees, it could get complicated not to violate the Brown Act. He suggested staff work with the City Attorney's office on this.

Commissioner T.T. Nguyen expressed concern about establishing a specific number of subcommittees this early and other Commissioners expressed doubts.

The vote: Ayes: Songcayawon and Maglalang. Noes: T. T. Nguyen, Peoples, Tsao, Santos, Sen-Beals, and De Smidt. Absent: Brahmhatt, Mohsin and M. Nguyen.

Commissioner Peoples suggested that "quick action" subcommittees be formed and all agreed to have staff return with further recommendations.

**VII.** New Business

1. ED Manager Report. Items for discussion were covered in early meeting discussions and there was no further report due to the lateness of the hour.

**VIII.** Next Meeting Agenda: Monday, May 8, 2006

1. Farmer's Market Status
2. Add time limits for discussion of items.
3. Marketing Subcommittee Discussion.

**IX.** Adjournment: M/S – unknown. Unanimous at approximately 8:55 p.m.

Respectfully Submitted,

Diana Whitecar  
Economic Development Manager